

## Digital communication outreach for consumer health information



Project Title	Digital communication outreach for consumer health information
Project Summary	Assist in the design, production, and dissemination of a variety of communications materials to effectively broadcast important health information from NIH to the public.
Country	United States

## Project Description

MedlinePlus is the National Institutes of Health's web site for patients and their families and friends. Produced by the National Library of Medicine, the world's largest medical library, it brings you information about diseases, conditions, and wellness issues in language you can understand.

The right intern(s) will have a mix of writing and design skills to produce communications materials ranging from articles, infographics, animated videos, and more (all materials will need to be 508 compliant – the MedlinePlus team can assist with this). Intern should have strong graphic and visual design skills and familiarity with and access to design software. Intern(s) will work collaboratively with the MedlinePlus.gov team to develop creative ideas and materials, both in written form and visually. An intern working on this project will also generate email messages and social media posts to distribute content.

In addition to designing, generating, and disseminating fresh and informative content related to the health of the US population, interns working on this project will assist with overall strategy and planning for MedlinePlus content development and communication. These conversations could include new digital channels to explore, new content formats to utilize, etc.

This internship is ideal for students interested in communicating authoritative health information designed at a consumer level.

## Required Skills or Interests

### Skill(s)

Analytical writing

Data analysis

Data visualization

Graphic design
Infographic design
Marketing
Videography
Writing

Additional Information

Spanish language skills are a big plus!

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Minimum professional proficiency	Minimum professional proficiency	Nice to Have